

WSK Quick Reference



Home Page

#	Description	Font Face	Font Size	Font Color	Style	Class*
1	Agency Name Title	Verdana	5	Blue #001864	Strong/Title Case	N/A
2	Agency Name Title Bar	Arial	3 or 4	White #FFFFFF	Strong/Title Case	N/A
3	News Header	Arial	4	Red #FF0000	Strong/Upper Case	N/A
4	Headlines	Verdana	2	Blue #001864	Strong/Title Case	Red
5	Subhead (Caption)	Verdana	1	Black #000000	Sentence Case	N/A
6	"Full Text" Links	Verdana	1	Blue #001864	Strong/Title Case	Red
7	Title Headers	Arial	4	Blue #001864	Strong	Red
8	Sublinks (Bulleted List)	Arial	2	Blue #001864	Title Case	Red
9	Address Footer - Agency Name	Arial	2	Red #FF0000	Strong/Title Case	N/A

Services/Information Pages

Description	Font Face	Font Size	Font Color	Style	Class*
Page Titles	Arial	4	Blue #001864	Strong	N/A
Standard Text	Arial	2	Black #000000	N/A	N/A
Links	Arial	2	N/A	N/A	Red

Tables

Description	Font Face	Font Size	Font Color	Style	Background Color
Table Headers	Arial	2	White #FFFFFF	Strong	#83A0C8
Table Content	Arial	2	Black #000000	N/A	Alternating starting with White #FFFFFF then Sky Blue #E1ECF2

* Remember: class overrides font color.



DC Portal Style at a Glance

Do	Don't
(202) 727-1000	202-727-1000
08-07-02	8/7/02
8 am	8:00 a.m.*
a, an, and, at, for, in, of, on, or, the, to, with	A, An, And, At, For, From, In, Of, On, Or, The, To, With
am/pm	a.m./p.m.
and	&
BA, JD, MBA, Phd	B.A., J.D., M.B.A., P.h.D.
Board of Education	School Board
citywide	city-wide
Council of the District of Columbia or DC Council	City Council
DC	D.C.
District government	District Government
email	e-mail
first, second, third	1 st , 2 nd , 3 rd (except street address)*
federal	Federal
January, February, March, April...	Jan., Feb., Mar., Apr...*
Monday, Tuesday, Wednesday...	Mon., Tues., Wed...*
nation's capital	Nation's Capital
NE, NW, SE, SW	N.E., N.W., S.E., S.W.
one, two, three, four, five, six, seven, eight, nine	1, 2, 3, 4, 5, 6, 7, 8, 9*
online	on-line
residents	citizens
Street, Road, Avenue	St., Rd., Ave.*
US	U.S.
website	web site

Remember:

Use templates to ensure compliance with standards.

Don't let pages scroll—create anchor links or multiple pages.

Include three (3) headlines on the home page that are similar to newspaper headlines (with verbs and no end punctuation). Use title case.

Ensure subheads/captions are complete sentences with end punctuation—avoid repeating headline words. Use sentence case.

Ensure left nav matches home page bullets.

Place punctuation inside quotes.

Include commas before quadrants (NE, NW, SE, SW), e.g. 441 4th Street, NW.

Make sure bullets are solid black.

Don't include PDFs or links to outside sites on the home page.

Check spelling and grammar before posting to qc server.

* Except for tables; see the *Web Style Guide* for specific table style standards.

Questions:

Posting Requests:

OCTO Communications Department: (202) 727-2727
mainteditor@dc.gov (do not send to individual editors)